



DEPARTMENT OF THE ARMY  
UNITED STATES ARMY GARRISON HESSEN  
UNIT 20193, BOX 0001  
APO AE 09165-0001

REPLY TO  
ATTENTION OF

IMEU-HAN-MW

NOV 21 2006

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Standard Operating Procedure for Commercial Sponsorship

1. Reference:

- a. AR 1-100, Gifts and Donations, 15 Nov 1983.
- b. AR 1-101, Gifts for Distribution to Individuals, 1 May 1981.
- c. AR 210-7, Commercial Solicitation on Army Installations, 4 April 1982.
- d. AR 210-22, Private Organizations on Department of the Army Installations, 22 Oct 2001.
- e. AR 215-1, Morale, Welfare, and Recreation Activities and Non-appropriated Fund Instrumentalities, 15 Aug 2005.
- f. Army Commercial Sponsorship Desk Reference, 3 Jun 96, subject: Commercial Sponsorship Procedures and Guidelines.
- g. Department of Defense Instruction 1015.10, Programs for Military Morale, Welfare and Recreation, Enclosure 9, 3 Nov 95.
- h. Memorandum, IMA-E, Sep 05, subject: Army Corporate Sponsorship and Advertising Financial Reporting Guidance.

2. Purpose: To establish procedures and responsibilities for all parties involved in commercial sponsorship activities.

3. Applicability: This procedure applies to all events, programs and facilities falling under the control of the DMWR, USAG Hessen.

4. Goals:

- a. Increase awareness of responsibilities of all parties involved with commercial sponsorship.
- b. Increase commercial sponsorship revenue in the USAG Hessen.

5. Introduction:



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a. Commercial Sponsorship is designed to help defray the costs associated with conducting MWR special events. In addition, utilizing commercial sponsorship enhances an event with the sponsor's contributions in the form of cash, services such as a band, donated product such as beer, or a combination of the above.

b. Commercial Sponsors primarily provide support in the form of product. Approximately 90% of support in the sponsorship program is in the form of product. Only unique, extremely popular events, which are especially advantageous to a sponsor's product, receive extra monetary support. When an event/facility receives support in the form of product and sells the product at the event/facility, the event/facility receives a benefit in the sum of free cost of goods, usually a large percentage of total expense. This results in 100 % profit in selling a sponsored item, minus any operational expenses.

c. Following IMA-E guidelines, all business organizations in the same product category are given the same opportunity to sponsor an event. If two companies in the same product category are interested in the same event, both companies submit sponsorship bids for the event. The one with the highest value is awarded the sponsorship. It is against IMA-E regulations to award sponsorship of the same event to two companies in the same product category. For example, both Adidas and Nike are interested in a Fun Run. Both submit bids and the highest bid is accepted.

d. Business organizations working with the American military in Europe have representatives, which deal with different territories. Each one of these representatives has their own budget and is looking to promote their company's products. Each one must justify their expenditures to the company.

e. MWR facilities and programs of the USAG Hessen conducting MWR events, which are incurring operating expenses, are eligible for commercial sponsorship support from the Marketing & Advertising Division.

f. Private Organizations (PO) conducting operations on or around the USAG Hessen are not authorized commercial sponsorship support from the Marketing Division. When PO's are working joint MWR/Private Organization events, the event coordinator must establish an MOU outlining the areas of operation and responsibility. The Marketing Division will do all commercial sponsorship recruiting and coordination. Private organizations will not be allowed to contract their own sponsors for such events. Point of contact for the event must be an MWR employee.

#### 6. Indirect Garrison Responsibilities:

a. Indirect Garrison DMWR will designate a main point of contact for conducting event(s), i.e., Event/Front Door/Program Manager .

b. The Event/Front Door/Program Manager must inform the local Marketing Account Executive (MAE) of any upcoming events along with information regarding scheduled IPRs.



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c. MAE completes a Commercial Sponsorship Request (Encl 1). Ensure the local DMWR has approved the business organizations listed on the Request as sponsors for goods or services to be sold or given as prizes at the event.

d. Upon receipt of a "Congratulations Letter" from the MAE, the event manager is responsible for coordinating all required sponsorship products from the MWR Warehouse.

e. Ensure the event sponsor, their logos, and sponsorship details are given to USAG Hessen Graphics and Publicity Departments for use in pre-publicity material.

f. MAE is responsible for hanging sponsor banner and signs in high visibility areas and recognition of sponsor's support during the event over public address system. Appropriate disclaimers, such as "sponsorship does not imply endorsement" are required in any public recognition or printed material.

g. MAE coordinates set up of sponsor displays and promotional materials in a manner acceptable to the sponsor. In addition MAE ensures photos of displays, banners, etc are taken for an After Action Report.

h. MAE is responsible for the accountability of sponsor's banners. MAE will coordinate the return of banners, signage, displays, and other materials (in the same condition as received) to the USAG Hessen Commercial Sponsorship & Advertising Department.

i. MAE prepares an after-action report (Encl 2) and provides a copy to the USAG Hessen Commercial Sponsorship & Advertising Department within five days after the conclusion of the event.

j. Special community events (Welcome Home Events, Fest, etc.):

(1) Events held outside MWR facilities require food and beverages to be delivered to the site.

(2) Sponsor's products will be sold and promoted at the event as outlined in the agreement.

(3) Primary sales locations such as the fest tent should be allocated to the Event Sponsor.

## 7. Commercial Sponsorship Process

a. The event:

(1) Morale, Welfare and Recreation (MWR) must sponsor the event or have a joint partnership agreement with a Private Organization(s).

(2) Indirect Garrison MAE will obtain event information from Event/Front Door/Program Manager and convey the information in writing to the USAG Hessen Marketing a minimum of six months prior to the event.



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b. The Solicitation:

(1) Competitive solicitation must be followed and adhered to. Solicitation list and event information will be maintained in the event file.

(2) Alcohol and tobacco companies may not be solicited. If any unsolicited sponsorship is awarded it must have a letter to that effect maintained in event files. Brokers who offer other products besides alcohol and tobacco can be solicited unencumbered.

(3) Overseas Military Sales Corporation (Exchange New Car Sales) has the car sales contract with AAFES (DoDI 1330.21). Rejection of the event in the form of a generic letter or fax with reply date must be in writing and maintained in the event file before an alternate automobile sponsor can be solicited.

(4) AT&T has the long-distance telephone contract with AAFES. Rejection of the Event in the form of a generic letter or fax with reply date must be maintained in the event file before an alternate long-distance Sponsor can be solicited.

(5) SATO has the travel contract with USAREUR. Rejection of the Event in the form of a generic letter or fax with reply date must be maintained in the event file before an alternate travel company Sponsor can be solicited.

c. The Negotiation:

(1) Commercial Sponsorship is designed to help defray NAFI costs associated with conducting MWR special events. All Cash, goods and services received through sponsorship becomes the property of the NAFI.

(2) If Sponsorship of an event is waived by a solicited company but they still want to contribute cash, goods and/or services it can be accepted. A Letter of Donation must be completed and signed by the donator and the USAG Hessen Business Manager or DMWR and placed in event file. (Encl 3)

(3) The Commercial Sponsorship Rate Card will be the guidelines used for all USAG Hessen Negotiations. (Encl 4)

(4) Title Sponsorships must underwrite 80% (cash) of the event cost. Title Sponsorships must be approved in advance of LOA signing by the USAG Hessen Marketing.

(5) All solicitations and negotiation notes will be maintained in the event file.

(6) All Event Sponsors must be appropriate for the event (ex. no alcohol or tobacco at a children's fair).

d. The Agreement:



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(1) All agreements will be modified versions of the USAG Hessen Marketing template and include firm sponsored amounts, delivery dates, delivery locations, mailing addresses, particular logos, etc.

(2) JAG must approve and sign the sponsorship agreement first.

(3) The sponsor signs the agreement secondly. A fax or emailed signature can be accepted.

(4) The USAG Hessen Business Manager or DMWR are the final signature on the agreement.

(5) Agreement with original signatures is maintained in the event file.

(6) A copy of all contracts involving cash will be sent to FMD once signed by JAG , the sponsor, , and the Fund along with a memorandum requesting that a receivable be set up and the unearned income credited to the GLAC 267.

e. Post-Event details:

(1) Thank you letter and/or certificates are prepared and given to sponsors at the event or mailed immediately after the event. A copy of the letter must be placed in the event file.

(2) After Action Reports include advertising, publicity, graphics, event photographs, attendance figures etc. are packaged and presented to sponsors quarterly.

(3) Invoices are prepared by the USAG Hessen Commercial Sponsorship & Advertising Department, Marketing Division and sent to sponsors by FMD. Invoiced product that is provided by the MWR warehouse must be prepared with cost figures provided by the MWR warehouse. Copies of the invoice must be placed in the event file.

(4) Checks received at Marketing Division are copied and maintained in the CS file before being sent to FMD for deposit. A memorandum or email is dispatched to FMD, which includes the facility to be credited, GLAC 553, specific event, check amount, and number. The check is hand-carried to FMD. Written receipt of the check by FMD with date and signature of person receiving is maintained with a copy of the check.

(5) IMA-E report of solicited or unsolicited commercial sponsorship is prepared and a copy is maintained in USAG Hessen Marketing event files. Originals are collected from Indirect Garrison MAE quarterly and stored at Hessen Garrison's Marketing office for use in yearly report to IMA-E.

## 8. GIFTS AND DONATIONS

a. Community Morale, Welfare, and Recreation Fund (MWRF) may accept gifts and donations, if in the best interest of the NAFL. A generic letter of donation will be completed and maintained in the event file. The Letter of Donation will be signed by:



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(1) The Business Manager (Fund) or the DMWR, USAG Hessen if amount is under \$5-thousand dollars.

(2) Amounts from \$5001-25,000 dollars are signed by the Garrison Commander.

(3) Amounts from \$25,001-50,000 are signed by IMA-E.

(4) Amounts from 50,001-200,000 are signed by CFSC.

(5) Amounts above \$200,001 are signed by Department of the Army.

b. Gifts and donations to government instrumentalities are subject to future General Accounting Office (GAO) audits. Acceptance should be closely coordinated with local legal advisor and the MWRF Business Manager.

c. Desires of the donor and needs of the community must be considered in determining gift acceptance.

d. Commanders may not solicit gifts or donations. Gifts and donations must be voluntarily offered. In response, commanders may advise of community needs.

e. Gifts and donations can be accepted on a conditional basis within parameters of regulation.

f. Donor may be publicly acknowledged but will not be granted special privilege or concession and must relinquish all ownership rights.

g. Gifts and donations to a NAFI may not be distributed to individuals or individual families.

h. Gift and donation transactions must be carefully documented by memo to reflect, at minimum the source, value, recipient, record of coordination/approval and POC.

9. The Commercial Sponsorship and Advertising Department of the Marketing Division are responsible for:

a. Serving as POC for commercial sponsorship program and ensure compliance with all rules and regulations.

b. Maintaining liaison with Garrison legal component (JAG) and submits written sponsorship agreements and related correspondence to JAG for review.

c. Providing assistance and training to program/facility managers and Marketing Account Executives on sponsorship requirements on an "as needed basis" or when discrepancies are noted

d. Insuring that only authorized solicitors contact potential sponsors and solicit support.




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- e. Conducting negotiations and serves as liaison between MWR and sponsors.
  - f. Coordinating with Activity Managers to ensure that publicity, advertising, and public relations activities are conducted within the parameters of governing directives and provided within the requirements of the sponsorship agreement.
  - g. Maintaining a tracking system to ensure financial accountability of monies and in-kind services and products received through sponsorship.
  - h. Evaluating success of sponsorship from verbal conversations, observations, and written documents provided by event POC, Marketing branches and commercial sponsors. Provides feedback to sponsors.
  - i. Submitting annual report of solicited and unsolicited sponsorship to higher headquarters (IMC-E).
10. POC for this SOP is Terri A. Shambach-Green, Commercial Advertising & Sponsorship Manager, DSN 323-2864.

4 Encls

- 1. Commercial Sponsorship Request
- 2. After-Action Report
- 3. Letter of Donation
- 4. Commercial Sponsorship Rate Card



ROBERT KANDLER

Deputy to the Commander

DISTRIBUTION:

CDR, USAG Hessen  
CDR, USAG Baumholder  
CDR, USAG Giessen  
CDR, USAG Wiesbaden  
DMWR, USAG Hessen  
DMWR, USAG Baumholder  
DMWR, USAG Giessen  
DMWR, USAG Wiesbaden  
Marketing Account Executive, USAG Baumholder  
Marketing Account Executive, USAG Giessen  
Marketing Account Executive, USAG Hessen  
Marketing Account Executive, USAG Wiesbaden



USAG Hessen Marketing  
Commercial Sponsorship  
Unit 20193 Box 0006  
APO AE 09165



Terri A. Shambach-Green  
Advertising & Sponsorship Manager  
DSN: 323-2864 - Hanau

## Sponsorship Request Form

For maximum benefits, sponsorship requests should be submitted as far out as possible. Keep in mind potential sponsors' budget in September for the following year. Requests received less than 3 months before the event occurs will not be solicited. Sponsorship is never guaranteed and should not be depended upon when planning an event. All requests received less than 3 months prior to an event must have USAG Hessen approval.

### Directorate

POC: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Event/Program Name: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

Date(s): \_\_\_\_\_ Location: \_\_\_\_\_

### Description

Overview of Event/Program: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Event/Program History

Year Founded: \_\_\_\_\_

Brief History: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What makes this event/program special or unique? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Sponsorship Needs

Cash: \_\_\_\_\_



**Terri A. Shambach-Green**  
Advertising & Sponsorship Manager  
DSN: 323-2864 - Hanau

In Kind: \_\_\_\_\_

Suggested Sponsorship: \_\_\_\_\_

Past Sponsors:

Potential Sponsors: \_\_\_\_\_

Inappropriate Sponsors: \_\_\_\_\_

Sponsor benefits (*Pre-event Promotions* – Flyers, posters, direct-mail, table tents, mini events, sweepstakes, banners/signs and On-site-surveys, sampling, product sales, test drives, newsletter coverage): \_\_\_\_\_

How will event/program be promoted? \_\_\_\_\_

## Attachments

Please attach: After-Action Report from Previous Year  
Photos of past events (if available)

Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_

**Return all forms to:** **USAG Hessen Marketing Division**  
**ATTN: Commercial Sponsorship**  
**Unit 20193 Box 0006**  
**APO AE 09165**



## LETTER OF DONATION

FROM  
COMPANY: \_\_\_\_\_  
POC: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_

TO:  
USAG Hessen  
Attn: Commercial Sponsorship  
Geb. 1205, Chemnitzerstrasse  
63452 Hanau, Germany

Dear USAG Hessen:

Please accept this restricted donation from \_\_\_\_\_ (COMPANY) with a total value of  
\_\_\_\_\_ \$/Euro, for the \_\_\_\_\_ (EVENT).

Sincerely,

PRODUCTS:

.....  
**FOR OFFICIAL USE:**

AETV-HUG-ZM

MEMORANDUM FOR USAG Hessen, Hanau, Germany

Subject: \_\_\_\_\_ (Company) Donation

1. Request a donation of \_\_\_\_\_ (PRODUCT, CASH, OR SERVICE) be accepted from  
\_\_\_\_\_ (COMPANY) to be used towards \_\_\_\_\_ (EVENT).
2. The donors will not be granted special privileges or concession and must relinquish all ownership rights of the gift to NAFL.
3. POC is the undersigned, DSN 322-9255/8864.

Geoffrey Carter  
Chief, Marketing Division, USAG Hessen

I hereby accept the donation of \_\_\_\_\_ (PRODUCT, CASH, OR SERVICE) from  
\_\_\_\_\_ (COMPANY) in support of \_\_\_\_\_ (EVENT).

\_\_\_\_\_ APPROVED          \_\_\_\_\_ DISAPPROVED

\_\_\_\_\_  
SILVIA BERGLUND  
Director, Morale, Welfare & Recreation, USAG Hessen



**AFTER ACTION REPORT  
FOR  
COMMERCIALLY SPONSORED EVENTS**

**Instructions:** After Action Reports for events that have received Commercial Sponsorship are due in the Commercial Sponsorship Office **WILT 5 days following the event.** When completing the report, please remember to provide information that will be helpful in describing, promoting and selling your event to a sponsor in the future.

Facility: \_\_\_\_\_  
Facility Phone Number: \_\_\_\_\_  
Event Title: \_\_\_\_\_  
Event Date(s): \_\_\_\_\_  
Event Location (s): \_\_\_\_\_

Event Hours: \_\_\_\_\_  
Event Description: \_\_\_\_\_

Attendance Number: \_\_\_\_\_  
Target Market that this event attracted (ages, singles, couples, young children, teens, families, sports fans, men's/women's/children's event fans, etc.): \_\_\_\_\_

Name of sponsor(s) & product(s) for this event: \_\_\_\_\_

Was the sponsors' representative(s) present during the event? \_\_\_\_\_

Was the sponsor's (s') product(s) provided as part of the sponsorship and if so what was the name of the product(s)? \_\_\_\_\_

Were the sponsor's product sold at the event and were they sold at a discount price? If so, what was the price? \_\_\_\_\_

Provide the amount of product(s) sold during the event: \_\_\_\_\_

What did your facility do to recognize the sponsor(s) of the event? (Example: hang a banner, announcements during the event, logos on: provide numbers printed of each) posters, flyers, signs, calendar, S & S Ads, Connection Ads, table tents, photo holder cards, drawing box cards, display of their product and brochures, provide a booth or table for the sponsor's active display, etc.). \_\_\_\_\_

Were giveaways provided by sponsor for this event and if so, itemize? (Attach additional sheet if needed or supply copy of "Hand Receipt" showing items delivered.) \_\_\_\_\_

Were the giveaways (and product - if applicable) delivered enough in advance of the event? \_\_\_\_\_

In your opinion was the event as successful as you had anticipated? \_\_\_\_\_

Do you have any recommendations that would improve this event in the future? \_\_\_\_\_

Was the sponsorship your facility received appropriate for the event? Explain why. \_\_\_\_\_

Did the sponsorship your facility received have a positive effect on the event? (Give details) \_\_\_\_\_

General Comments: \_\_\_\_\_

\_\_\_\_\_  
Signature of Reporter

CS/AA Form

\_\_\_\_\_  
Date of Report



## Commercial Advertising

is paid, non-personal communication through various media by businesses, nonprofit organizations, and individuals who are identified in the advertising message and hope to inform or persuade members of a particular audience.

Advertising raises funds essential for the success of MWR events and operations.

Offsets MWR costs and enhances the overall event/product.

Is designed to benefit the entire community/installation by supporting MWR programs or events.

Distribution covers US Army and US Air Force communities in Belgium, The Netherlands, Germany & Italy.

Higher impact compared to newspapers that get cluttered with ads.

### Advertising Opportunities:



#### Connection magazine

(Distribution of 14,000 monthly)

[www.ArmyGermany.com](http://www.ArmyGermany.com)

(45,000 hits per month)

#### InfoConnection Telephone Guide

(Distribution of 50,000 annually)

#### Passport to Summer Fun

(Distribution 3,000 annually per installation)

#### Facility Advertising (Banners)

Fitness Centers, Bowling Centers, Golf Courses, Outdoor Recreation

## Commercial Sponsorship

is an exchange of values.

Corporations, associations, or individuals provide assistance, funding, goods, equipment (including fixed assets), or services to an MWR program(s) or event(s) in exchange for advertising or promotional opportunities within the Army community.

### Platinum Package \$20K

Includes logo on printed materials, booth, 3 banners, product exclusivity, public address announcements.

### Gold Package \$15K

Includes logo on printed materials, booth, 2 banners and public address announcements.

### Silver Package \$10K

Includes logo on printed materials, 2 banners and public address announcements.

### Bronze Package \$5K

Includes logo on printed materials and 1 banner.

### Potential Sponsorship Opportunities:

\$3,000 per event

4th of July  
Ski Championships

\$2,000 per event

Boxing Tournaments  
Golf Tournaments

\$1,000 per event

Youth Services Programs  
Mt. Bike Championships

\$500 per event

Military Idol  
Holiday Tree Lightings  
Super Bowl

\$250 per event

Soldier Show  
BOSS Events

Bazaars  
Vineyard Duathlon

Paintball Tournaments  
Turkey Trot  
Volunteer Ceremony

Connection Events  
Army Birthday

Thank you for your  
supporting  
MWR programs!

Company: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Sponsorship may be purchased in packages or per event.  
Category Exclusivity is also offered.

**CONNECTION**



InfoConnection  
Telephone Guide

Mark your choice(s) below.

☐ I'm Interested in Advertising

☐ I'm Interested in Sponsorship

☐ I'm Interested in Exclusivity!

Contact:

**USAG Hessen**

**MWR Marketing Division**

Yorkhof Kaserne, Bldg. 1205

Chemnitzstrasse

63452 Hanau, Germany

Tel: +49 (0) 6181-14025

Fax: +49 (0) 6181-14029

Email: [advertising@104asg.mwr.army.mil](mailto:advertising@104asg.mwr.army.mil)



# MWR Facts

MWR events attract a market of 80% military.

20% of USAG Hessen soldiers are 21 and younger.  
25% of USAG Hessen soldiers are between the ages of 25-29.  
41% of Soldiers in Europe are Single.

12% of Soldiers in Europe are married with no children.

One of every five soldiers (20%) in Europe has a child age 5 or under.

Total European Population  
150,000

Total USAG Hessen Population  
57,785

## Active Duty Soldiers

Baumholder	4,824
Hanau	3,360
Giessen	3,822
Wiesbaden	4,499
<b>Total</b>	<b>16,505</b>

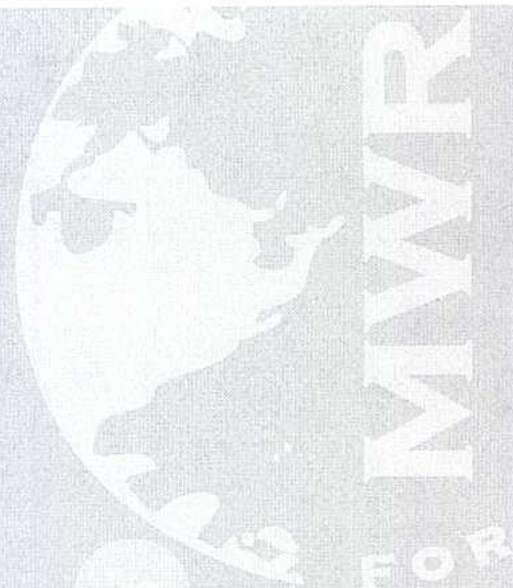
## Family Members

Baumholder	7,000
Hanau	8,000
Giessen	7,370
Wiesbaden	10,200
<b>Total</b>	<b>32,570</b>

## Civilians

Baumholder	1,600
Hanau	2,140
Giessen	1,740
Wiesbaden	3,230
<b>Total</b>	<b>8,710</b>

Your Connection too  
Americans in  
Europe



Place  
Postage  
Here

**USAG Hessen**  
**Marketing Division**  
Unit 20193 Box 0006  
APO AE 09165